

# How AV technology can help you reach your business goals

**A**udio visual technology is changing the way meetings are conducted, reducing travel costs and enhancing marketing strategies. Incorporating these technologies can help companies expand markets and audiences, improve revenue and increase employee and customer engagement.

To gain insight on the latest developments in AV technology, Crain's Custom turned to Achille Raspantini, founder and CEO of Tech-Ops, a technology services and staffing solutions provider.



**Achille Raspantini**  
Chief Executive  
Officer & Founder

**Q Crain's:** What types of AV technology should firms consider implementing or upgrading? How do they begin the process?

**A Raspantini:** Companies need their employees to work smarter, faster and more productively. AV collaboration technology can bridge this gap, allowing companies to expand their reach without expanding their physical spaces. For example, investing in a well-designed conference room with a flexible videoconferencing system, intuitive presentation software and reliable sound quality is more cost effective than having your executives and sales teams travel around the country.

In a recent survey of readers of Successful Meetings, more than half of respondents said effectively integrating technology into meetings is a substantial challenge for them. To improve meeting technology, companies should look for an AV system that supports different kinds of devices across multiple platforms, without having to worry about compatibility. At the end of the day, you need a reliable AV integrator who can deliver all of that and keep you up to date with the latest technology.

**Q Crain's:** What advantage do businesses gain by staying up to date on AV technology and systems or employing new technology? And what are the disadvantages if they let their technology get out of date?

**A Raspantini:** Modern technology provides several advantages: feeling closer to your clients, increasing collaboration among your employees, saving you money and keeping you competitive. What advantage can be more crucial than having more time to focus on your core business? The most critical disadvantage of not having updated equipment is that it is an impediment to business growth.

If you don't keep up with technology, your competitors already have an advantage even before addressing any challenges in your core business. Plus, with outdated equipment you are bound to face connection and performance issues. From the television industry to interactive museums, companies have to stay up-to-date with technology to be productive and competitive.

**Q Crain's:** How can video increase brand awareness? What are the advantages and disadvantages of in-house video production versus using an external partner?

**A Raspantini:** The key ingredient for the success of every business is attracting and engaging the right target audience, and video can be very helpful in that effort because it can make a strong marketing strategy stand out. For instance, companies can deliver brand messages on well designed digital signage. Or they can promote new products with demo videos on public displays.

One of our clients that operates in the public entertainment sector used video production to show their branches, information about their business hours and some content about their environment. The screens also display messages from satisfied customers, which creates an instant promotion and educates clients about the services they provide.

Usually, an in-house video production team will be able to deliver product faster, and communication among internal employees may be more efficient than with an outside company. However, a reliable outside company usually is more experienced and can deliver a higher quality product, which is also valuable.

**Q Crain's:** If a company uses AV technology only intermittently, how can they identify opportunities to increase the reach and power of this kind of communication?

**A Raspantini:** Perhaps the company doesn't have an in-house AV specialist—this is probably the main reason they're not taking advantage of an AV room's full capability. It's important to identify the main problems: Are there collaboration issues? Are there communication problems? Or are expenses high? If so, can they be reduced? A well-trained AV engineer can bring the convenience of AV technology to address these challenges. It's important to have the right people on your staff. They should have broad knowledge about AV, including various types of systems; be able to foresee the whole integration process; have empathy toward their in-house clients; and be able to communicate technical concepts to non-technical people.

On the AV staffing side of our company, we train our technicians and engineers to be proactive, which means they are always suggesting ways for their clients to save money, researching solutions on upgrades for effective meetings, training end

users on the features in their AV systems and figuring out how to create a more collaborative environment.

**Q Crain's:** As firms upgrade their technology infrastructure, what's the best way to identify the appropriate systems and personnel? What are important qualities to look for?

**A Raspantini:** When upgrading technology infrastructure, clients must identify if they want to go with a traditional hard-wired solution or if their IT infrastructure can handle sending all AV signals via the network. You want to ensure that whatever platform you choose is as user friendly as can be. Interoperability and scalability are key both for the present and the near future.

Throughout the years, we have seen many companies, across different sectors, struggling with what they don't understand. Many have faced setbacks in trying to manage their own business and ended up forgetting about what is most important: their clients!

It's even more daunting to upgrade technological infrastructure because technology is always changing. For those who don't live and breathe the business, trying to stay current can be exhausting. Tech-Ops helps people who find themselves lost because they don't understand the extent to which AV technology can improve their daily routine, or who have no idea what to look for when hiring an AV/IT professional.

A technology company should perform a thorough needs assessment to figure out on a visceral level how you are going to use your AV room. The company should help you understand your requirements and challenges and educate you on technology solutions. It is important not to "over engineer" your room or overestimate needs, which can drive up costs. Ultimately, that's why it's as important to screen for honesty and integrity as for knowledge and expertise. ■

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